

LEO BURNETT U.S.A.

Advertising and Public Relations Company, Inc.

Ad No. 1017-AT-THIN PEAKS-JB-B&B-Rev. No. 10007-Page 1-1/2-1979 x 11 1/2 inches x Supplyline 1979, 1987

Printed in U.S.A.

(1981)

Taste the freshness of natural menthol.

# New Marlboro Lights Menthol



11 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**



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